

New Bus For London graphic standards

Issue 2

Contents



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A well designed, confident and consistent visual identity is highly effective in communicating the strengths of our organisation. It is essential that Transport for London (TfL) maintains a high standard for co-ordinated design in every aspect of our operations.

This document details all graphics that are to be applied to the New Bus For London. Where necessary, technical descriptions and intended locations are provided.

To obtain the approved artwork within this standard please contact TfL Corporate Design
telephone: **020 7126 4462** or
email: **corporatedesign@tfl.gov.uk**

No other artwork is to be used.



Introduction

This section of the document gives guidance on the basic elements that are used to produce the graphic elements on a bus. The information covered includes the use of the corporate typeface and colours.

Further information can be found in design standards available on the TfL website:
tfl.gov.uk/corporatedesign

1.1 Typography

Contents



New Johnston Medium is London Buses' primary typeface and is used for all graphic signing on London Buses.

No other font is to be used without prior agreement with TfL Corporate Design.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£/.,“()::
New Johnston Medium

A b

1.2 Colours

Contents

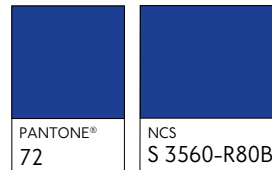


The colours shown here are those used on London Buses to produce graphic elements.

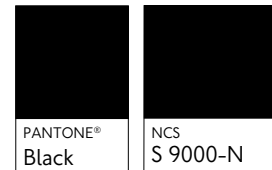
The Pantone Matching System is to be used for print purposes and the Natural Colour System (NCS) is to be used for paint applications.

All TfL corporate design standards are available from the TfL website:
tfl.gov.uk/corporatedesign

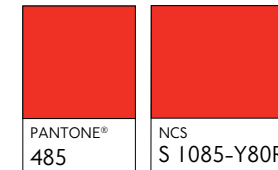
Corporate Blue



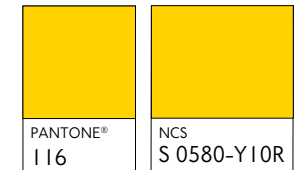
Corporate black



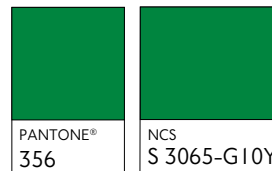
Safety Red



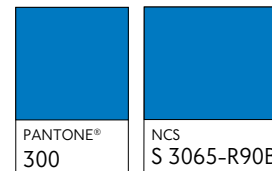
Safety Yellow



Safety Green



Safety Blue



2 Bus exterior decals

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The following pages illustrate the graphic elements that are to be applied to the bus exterior.

2.1 Bus roundel

[Contents](#)



Artwork reference number
NBFL/BEX/01

Position on bus reference
A

Size
530mm (roundel bar width)

Colour
White



2.2 Wheelchair accessibility

[Contents](#)



Artwork reference number
NBFL/BEX/02

Position on bus reference
B

Size
134mm diameter

Colour
Safety Blue (Pantone 300)



2.3 Walking stick accessibility

[Contents](#)



Artwork reference number
NBFL/BEX/03

Position on bus reference
C

Size
134mm diameter

Colour
Safety Blue (Pantone 300)



2.4 Fleet number

[Contents](#)



Artwork reference number
NBFL/BEX/04 (template)

Position on bus reference
D

Size
70mm cap height
(298pt)

Colour
White

A horizontal red rectangle containing the white text "LT00" in a bold, sans-serif font.

2.5 Danger 600 volts

[Contents](#)



Artwork reference number
NBFL/BEX/06

Position on bus reference
E

Size
45 x 65mm

Colour
Safety Yellow (Pantone 116)
Black 100%



2.6 Supplementary text

Contents



Artwork reference number
NBFL/BEX/08

Position on bus reference
F (in appropriate location)

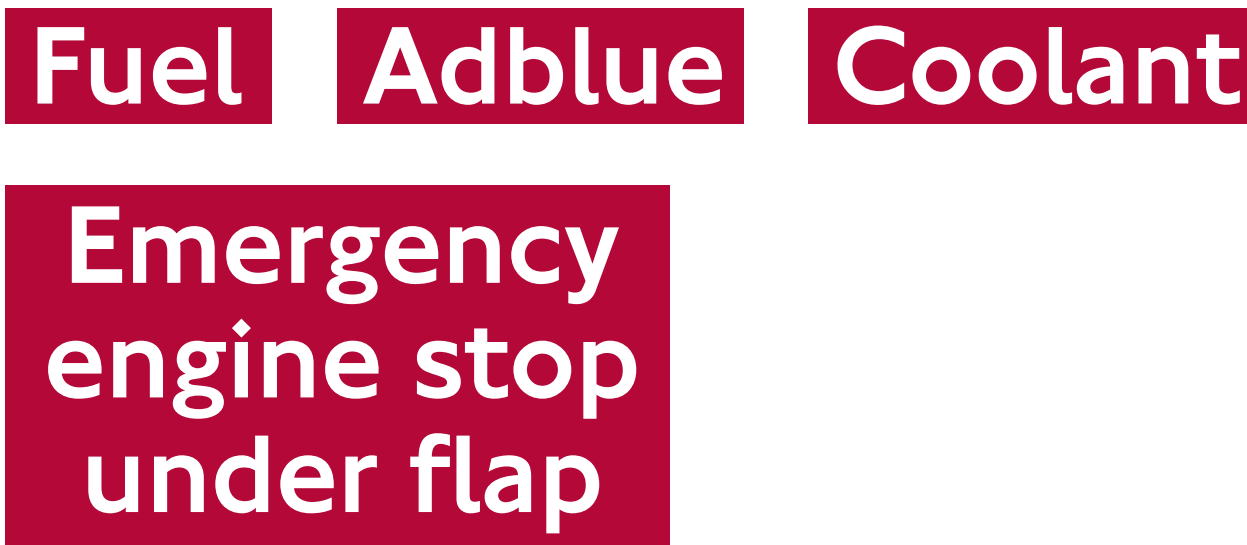
Size
20mm cap height
(85pt)

Colour
White

Note
All supplementary text is to be set in New Johnston Medium mixed upper and lower case.

Where supplementary text goes over onto more than one line, then the text is to be centred.

The samples shown here are for illustrative purposes only.



2.7 Emergency door release (bus body)

[Contents](#)



Artwork reference number
NBFL/BEX/09

Position on bus reference
G

Size
88 x 36mm

Colour
Safety Green (Pantone 356)



2.8 Emergency door release - Pull and slide - Left facing (bus doors - centre - exterior)

[Contents](#)



Artwork reference number

NBFL/BEX/I0

Position on bus reference

H

Size

142 x 64mm

Colour

Safety Green (Pantone 356)



2.9 Emergency door release - Pull and slide - Right facing (bus doors - centre - exterior)

[Contents](#)



Artwork reference number

NBFL/BEX/I I

Position on bus reference

J

Size

142 x 64mm

Colour

Safety Green (Pantone 356)



2.10 Operator address and vehicle weight

Contents



Artwork reference number

NBFL/BEX/12

Position on bus reference

K

Size

20mm cap height on 20mm cap height leading
(85/85pt)

Colour

White

**2 Avenue Road
Newtown
London 123 ABC**

Weight: 00,000kg

2.11 Operator logos

Contents



Artwork reference number

NBFL/BEX/I3

Position on bus reference

L

Size

795mm

(Operator logo to be no wider than the roundel width size unless agreed with TfL Design and London Buses Operation. The roundel must always be the dominant branding on the bus)

Colour

White



2.12 Hybrid logo

[Contents](#)

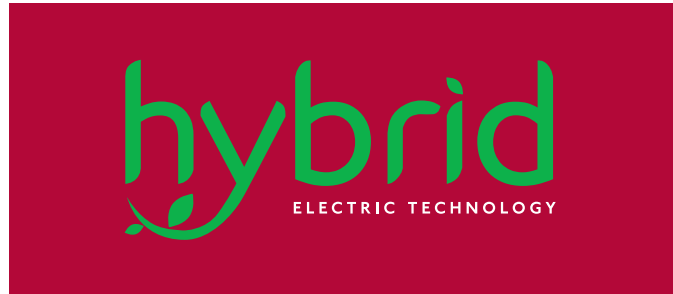


Artwork reference number
NBFL/BEX/I 4

Position on bus reference
M

Size
500mm width

Colour
CMYK



2.13 Bus roof identification number

[Contents](#)



Artwork reference number
NBFL/BEX/I5

Position on bus reference
N

Size
350mm cap height

Colour
Black

AAA
0000

3 Bus interior decals

[Contents](#)



The following pages illustrate the graphic elements that are to be applied to the bus interior.

3.1 Priority wheelchair area

Contents



Artwork reference numbers

NBFL/BIN/01

Position on bus reference

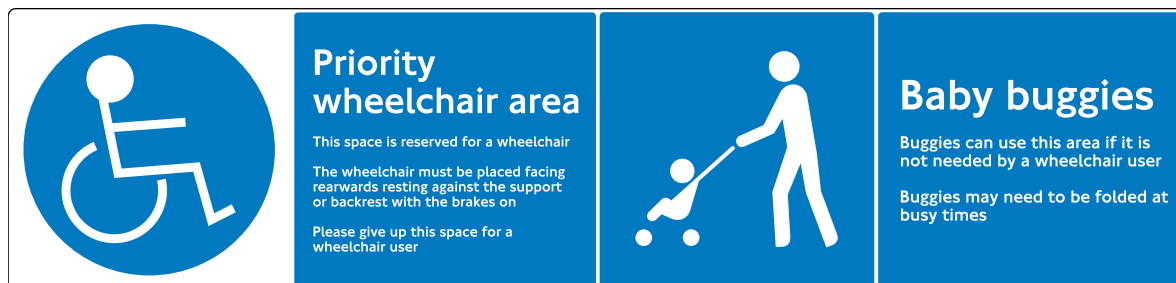
2A

Size

614 x 146mm

Colour

Safety Blue (Pantone 300)



3.2 Priority seats

Contents



Artwork reference number
NBFL/BIN/02

Position on bus reference
2B

Size
170 x 220mm

Colour
Safety Blue (Pantone 300)



3.3 Oyster users

Contents



Artwork reference number
NBFL/BIN/06

Position on bus reference
2C

Size
180 x 83mm

Colour
Corporate Blue (Pantone 072)
Corporate Yellow (Pantone 116)
Oyster Grey (Pantone Cool Grey 10C)



3.4 Penalty fare combination (lower deck)

Contents



Artwork reference number

NBFL/BIN/07

Position on bus reference

2D

Size

850 x 190mm

Colour

Corporate Blue (Pantone 072)

Corporate Red (Pantone 485)

Safety Blue (Pantone 300)

Pantone 235

Black 100%

Note

This sign is for lower deck use only.



3.5 Penalty fare combination (upper deck)

Contents



Artwork reference number

NBFL/BIN/08

Position on bus reference

2E

Size

513 x 129mm

Colour

Corporate Blue (Pantone 072)

Corporate Red (Pantone 485)

Safety Blue (Pantone 300)

Black 100%

Note

This sign is for upper deck use only.



3.6 Capacity

[Contents](#)



Artwork reference number
NBFL/BIN/09

Position on bus reference
2F

Size
250 x 90mm

Colour
Corporate Blue (Pantone 072)

Seating capacity:	62
Standing places:	25
Wheelchair space:	1

3.7 Emergency door release - Push/Pull here

[Contents](#)



Artwork reference number

NBFL/BIN/I 5

Position on bus reference

2G

Size

80 x 64mm

Colour

Safety Green (Pantone 356)

This is a double sided sign. The artwork is different for both sides.



3.8 Emergency exit

[Contents](#)



Artwork reference number
NBFL/BIN/I7

Position on bus reference
2J

Size
182 x 30mm

Colour
Safety Green (Pantone 356)

This is a double sided sign. The same artwork is printed on both sides.



3.9 Oyster users/cash users (Front door)

Contents



Artwork reference number

NBFL/BIN/19

Position on bus reference

2L

Size

112 x 368mm

Colour

Pantone 116 Yellow

Pantone Cool Grey 10

Pantone 072 Blue

Pantone 300 Blue

This is a double sided sign. The artwork is the same on both sides.



3.10 Oyster users/cash users (middle and rear doors)

[Contents](#)



Artwork reference number

NBFL/BIN/20

Position on bus reference

2M

Size

112 x 368mm

Colour

Pantone 116 Yellow

Pantone Cool Grey 10

Pantone 072 Blue

Pantone 300 Blue

This is a double sided sign. The artwork is the same on both sides.



3.11 Watch out for moving traffic

[Contents](#)



Artwork reference number

NBFL/BIN/21

Position on bus reference

2N

Size

112 x 140mm

Colour

Pantone 116 Yellow

Black 100%

This is a double sided sign. The artwork is the same on both sides.



3.12 Staircase leads to open platform

[Contents](#)



Artwork reference number
NBFL/BIN/22

Position on bus reference
20

Size
112 x 154mm

Colour
Pantone 116 Yellow
Black 100%



3.13 Emergency exit - Break glass

Contents



Artwork reference number

NBFL/BIN/23

Position on bus reference

2P

Size

75 x 232mm

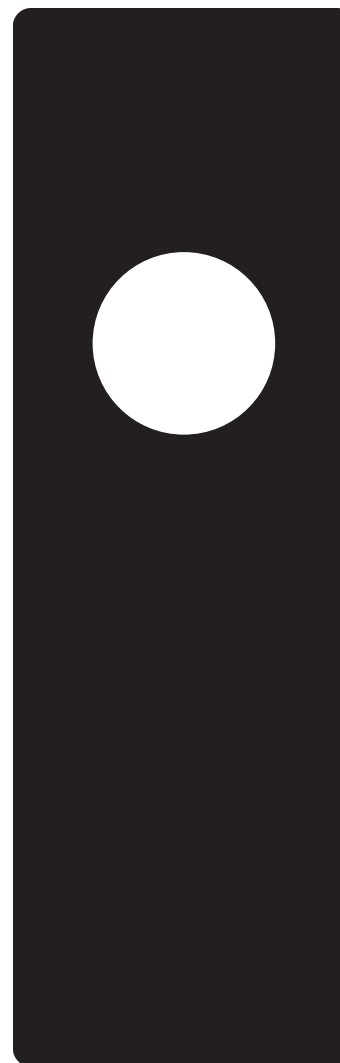
Colour

Safety Green (Pantone 356)

safety Red (Pantone 485)

Safety Yellow (Pantone 116)

This is a double sided sign. The artwork is different for both sides.



3.14 Emergency door control/Emergency door release

Push and slide - Left facing (bus doors - centre - interior)

[Contents](#)



Artwork reference number

NBFL/BIN/24

Position on bus reference

2Q

Size

80 x 64mm

Colour

Safety Green (Pantone 356)

This is a double sided sign. The artwork is different for both sides.



3.15 Emergency door control/Emergency door release

Push and slide - Right facing (bus doors - centre - interior)

Contents



Artwork reference number

NBFL/BIN/25

Position on bus reference

2R

Size

80 x 64mm

Colour

Safety Green (Pantone 356)

This is a double sided sign. The artwork is different for both sides.



4 Position of exterior signs

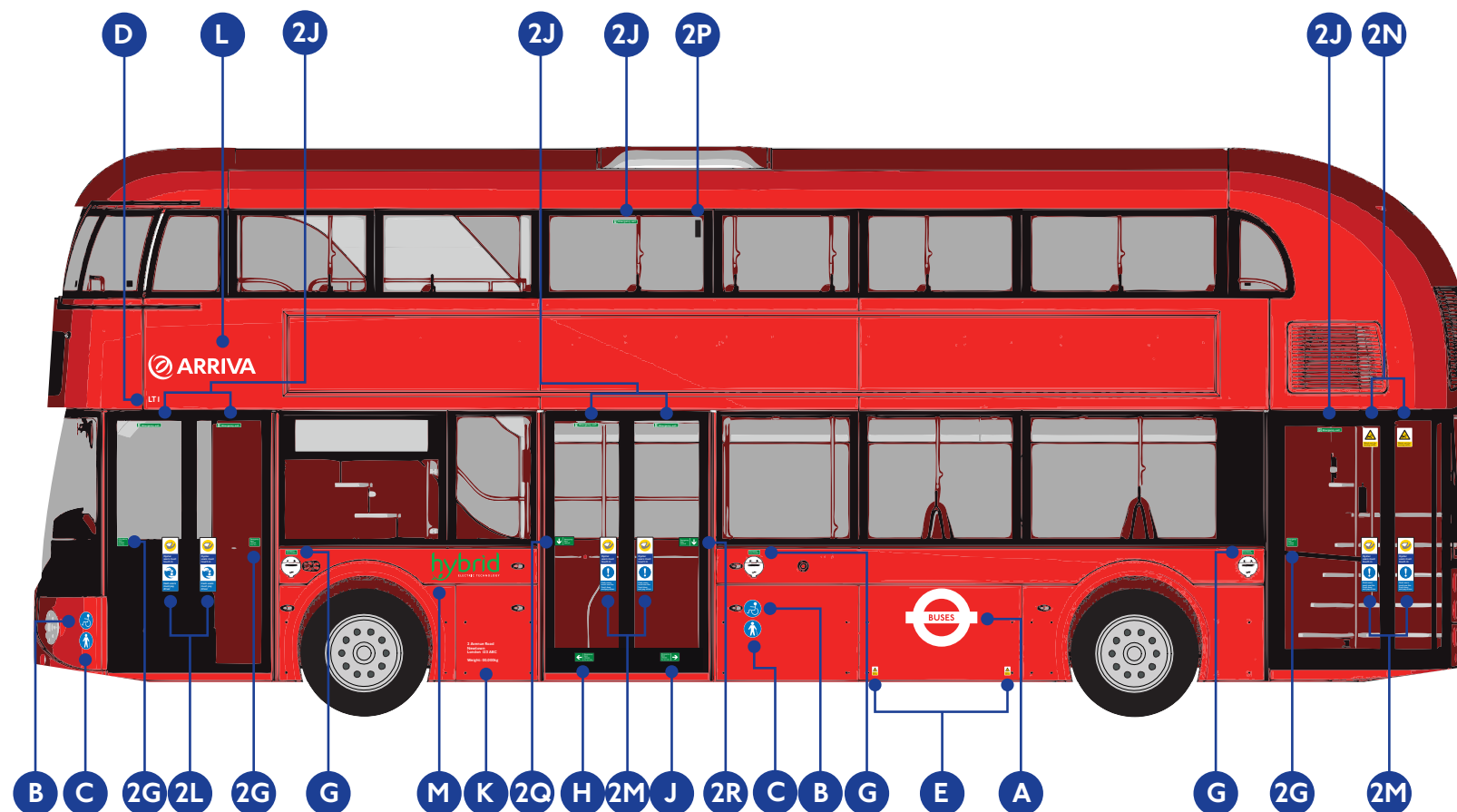
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This section of the document gives guidance on the positioning of all exterior graphics on the exterior of a bus.

4.1 New Bus For London - nearside elevation

Contents



- A Roundel**
Vertically aligned - Centred on rear centre window panel.
Horizontally aligned - Top of roundel 1 mm below top of panel (before panel bends).

- B Wheelchair accessibility (Front)**
Vertically aligned - 110mm from edge of headlight (between headlight and front door frame).
Horizontally aligned - Bottom of sign 10mm above centre line of headlight.

- Wheelchair accessibility (Centre)**
Vertically aligned - Centred in line with emergency access panel above.
Horizontally aligned - Centred in line with side indicator light.

continued on next page...

4.1.1 New Bus For London - nearside elevation continued

Contents



C	Walking stick accessibility (Front) Vertically aligned - Centred beneath wheelchair notice. Horizontally aligned - Top of sign 20mm below wheelchair notice. Walking stick accessibility (Centre) Centred beneath wheelchair notice. Horizontally aligned - Top of sign 20mm below wheelchair notice.	H	Emergency door release (Middle door - left side) Vertically aligned - Centred below door release slots (both sides). Horizontally aligned - Centred between door release slot and bottom of door (both sides).	M	Hybrid logo Vertically aligned - Between front wheel arch and side indicator light. Horizontally aligned - Centred on panel beneath lower deck passenger window.
D	Fleet number Vertically aligned - Left side 40mm from panel edge. Horizontally aligned - Base line of text 30mm above front door frame.	J	Emergency door release (Middle door - right side) Vertically aligned - Centred below door release slots (both sides). Horizontally aligned - Centred between door release slot and bottom of door (both sides).	2G	Emergency door release push/pull here (Front and rear doors) Vertically aligned - With edge of outer black glass rendering (All sides). Horizontally aligned - Top of sign aligned with bottom of lower deck passenger window.
E	600 volts Vertically aligned - 55mm from panel edge (both sides). Horizontally aligned - 80mm from panel bottom (both sides).	K	Operator address and bus weight Vertically aligned - 100mm (approx) from panel edge. Horizontally aligned - Base line of last line of text 100mm above bus bottom.	2J	Emergency exit (Front, middle and rear doors) Vertically aligned - Centred on doors (both sides). Horizontally aligned - Top of sign 60mm from top of door.
G	Emergency door release (Bus body - front, centre and rear)) Vertically aligned - Centred above Emergency door release cap. Horizontally aligned - Centred between bottom of window and Emergency door release cap.	L	Arriva logo Vertically aligned - Left hand side 40mm from panel edge . Horizontally aligned - Bottom of logo 70mm above fleet number cap height.		Emergency exit (Upper deck passenger window above centre doors) Vertically aligned - Centred on window. Horizontally aligned - Top of sign 60mm from top of window.

continued on next page...

4.1.2 New Bus For London - nearside elevation continued

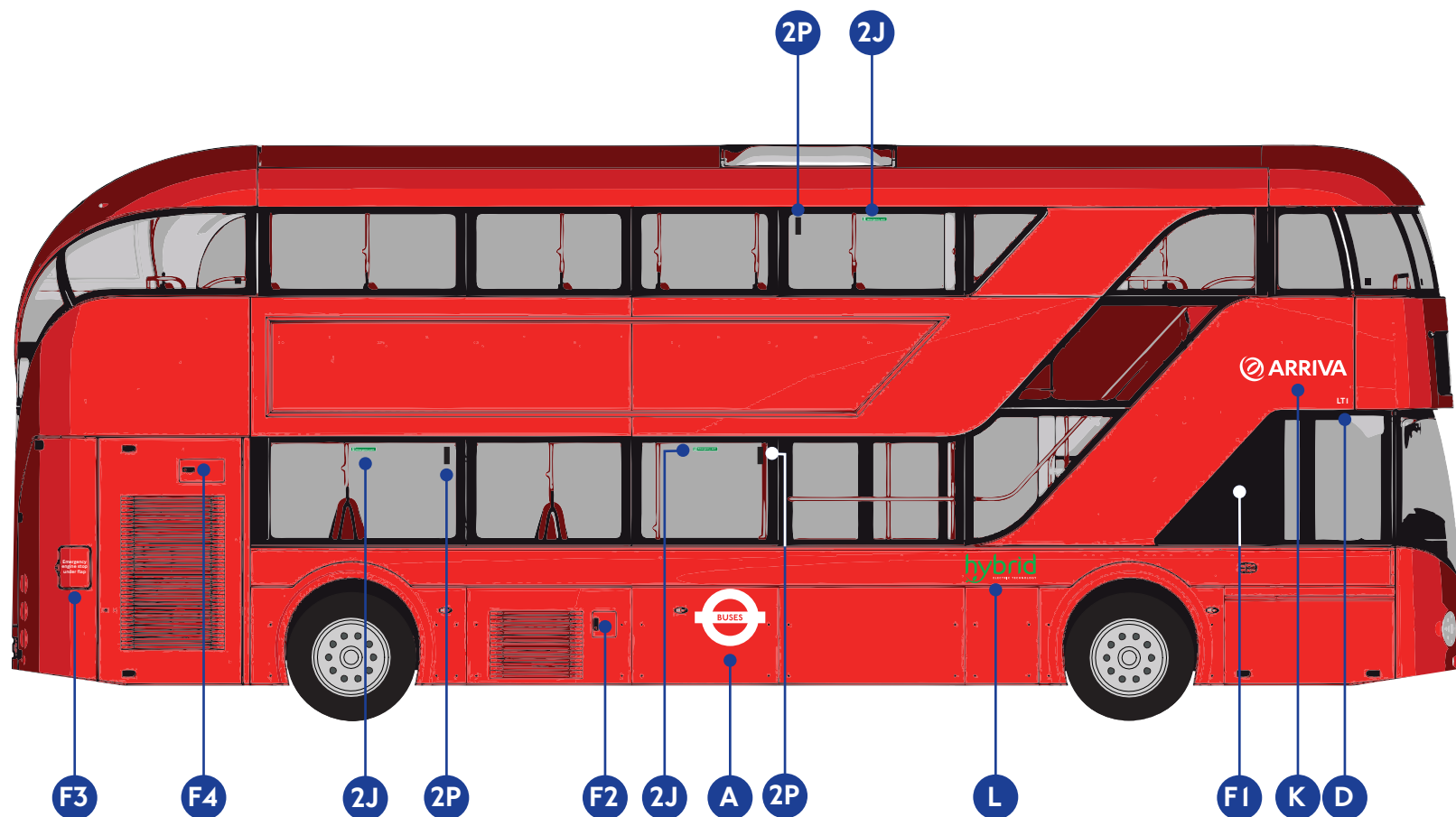
Contents



- | | | |
|--|--|--|
| <p>2L Oyster users/cash users (Front doors)
Vertically aligned - With edge of inner black glass rendering (both sides).
Horizontally aligned - Top of sign aligned with bottom of lower deck passenger window.</p> <p>2M Oyster users/cash users (Middle and rear doors)
Vertically aligned - With edge of black glass rendering (both sides).
Horizontally aligned - Top of sign aligned with bottom of lower deck passenger window.</p> <p>2N Watch out for moving traffic
Vertically aligned - With edge of black glass rendering (both sides).
Horizontally aligned - Top of sign 60mm from top of door.</p> <p>2P Emergency exit - Break glass (Upper deck passenger window above centre doors)
Aligned to fit over red button.</p> | <p>2Q Emergency door control/Emergency door release (Left side)
Vertically aligned - With edge of black glass rendering.
Horizontally aligned - Top of sign aligned with bottom of lower deck passenger window.</p> <p>2R Emergency door control/Emergency door release (Right side)
Vertically aligned - With edge of black glass rendering.
Horizontally aligned - Top of sign aligned with bottom of lower deck passenger window.</p> | |
|--|--|--|

4.2 New Bus For London - offside elevation

Contents



- | | | |
|---|---|---|
| <p>A Roundel
Vertically aligned - 90mm from centre panel right edge.
Horizontally aligned - Top of roundel 1 mm below top of panel (before panel bends).</p> | <p>D Fleet number
Vertically aligned - Left side 30mm from drain hole.
Horizontally aligned - Base line of text 30mm above front door frame.</p> | <p>FI Supplementary text - Fuel
(Not shown - on underside of flap)
Vertically aligned - Centred above fuel hole.
Horizontally aligned - 20mm above fuel hole area.</p> |
|---|---|---|

continued on next page...

4.2.1 New Bus For London - offside elevation continued

Contents



F2 Supplementary text - Adblue
(Not shown - on underside of flap)
Vertically aligned - Centred on Adblue panel.
Horizontally aligned - Base line of text 40mm from top of panel.

F3 Supplementary text - Emergency engine stop under flap
Vertically aligned - Centred on emergency engine stop panel.
Horizontally aligned - Centred on emergency engine stop panel.

F4 Supplementary text - Coolant
(Not shown - on underside of flap)
Vertically aligned - Centred on coolant panel.
Horizontally aligned - Centred on coolant panel.

L Operator logo
Vertically aligned - Right hand side aligned with fleet number.
Horizontally aligned - Bottom of logo 70mm above fleet number cap height.

M Hybrid logo
Vertically aligned - Centred on first full panel to left of front wheel.
Horizontally aligned - Centred on panel beneath lower deck passenger window.

2J Emergency exit
(First full upper deck passenger window after stairs)
Vertically aligned - Centred on window.
Horizontally aligned - Top of sign 60mm from top of window.

Emergency exit
(Second full lower deck passenger window after stairs)
Vertically aligned - Centred on window.
Horizontally aligned - Top of sign 60mm from top of window.

Emergency exit
(Fourth full lower deck passenger window after stairs)
Vertically aligned - Centred on window.
Horizontally aligned - Top of sign 60mm from top of window.

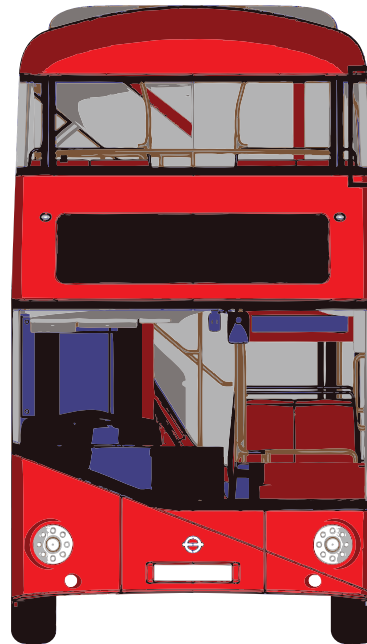
2P Emergency exit - Break glass
(First full upper deck passenger window after stairs)
Aligned to fit over red button.

Emergency exit - Break glass
(Second full lower deck passenger window after stairs)
Aligned to fit over red button.

Emergency exit - Break glass
(Fourth full lower deck passenger window after stairs)
Aligned to fit over red button.

4.3 New Bus For London - front elevation

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Note

No graphics is to appear on the front of the New Bus For London.

4.4 New Bus For London - rear elevation

[Contents](#)



Note

No graphics is to appear on the rear of the New Bus For London.

4.5 New Bus For London - top elevation

[Contents](#)



- N** **Bus roof identification number**
Vertically aligned - Centred on bus roof.
Horizontally aligned - Bottom line of
text 980mm from rear of bus. Top line
of text 1430mm from rear of bus.

5 Position of interior signs

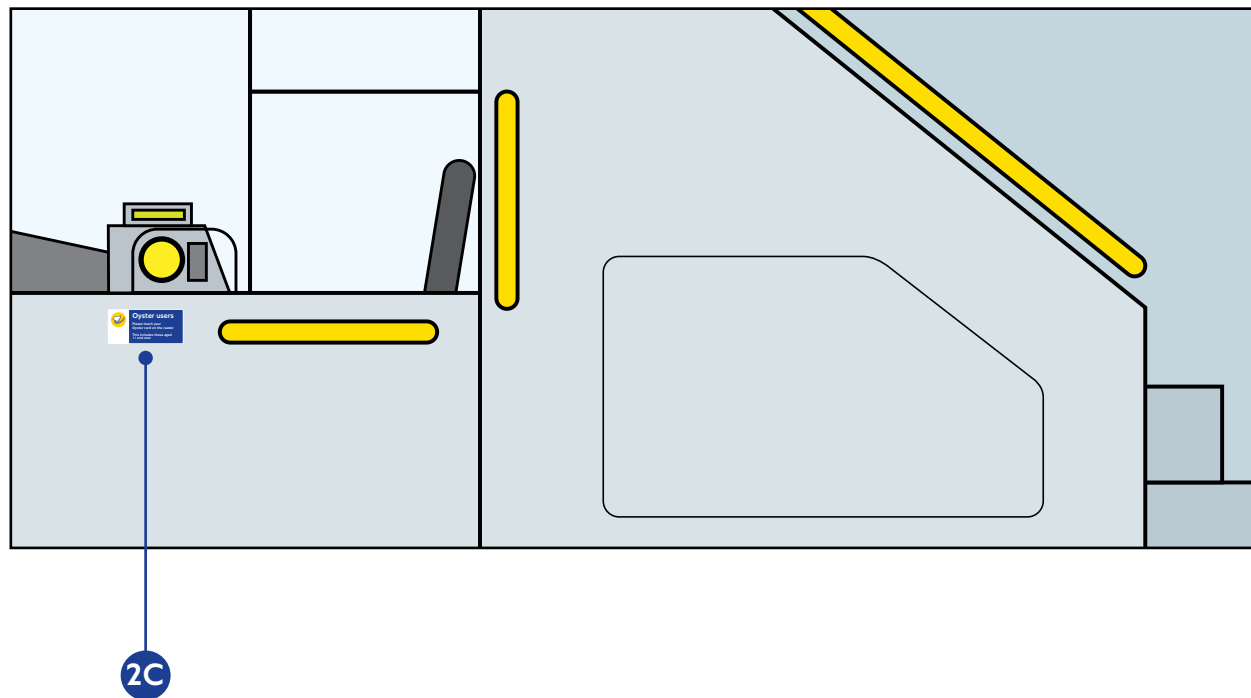
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This section of the document gives guidance on the positioning of all interior graphics on the interior of a bus.

5.1 Driver's door sign (customer facing)

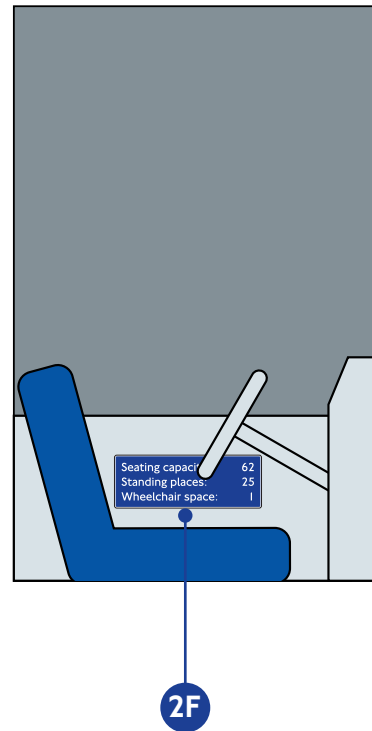
Contents



- 2C Oyster users**
To be placed on panel below the Oyster reader. Do not place upon the driver's assault screen.

5.2 Driver's door sign (driver facing)

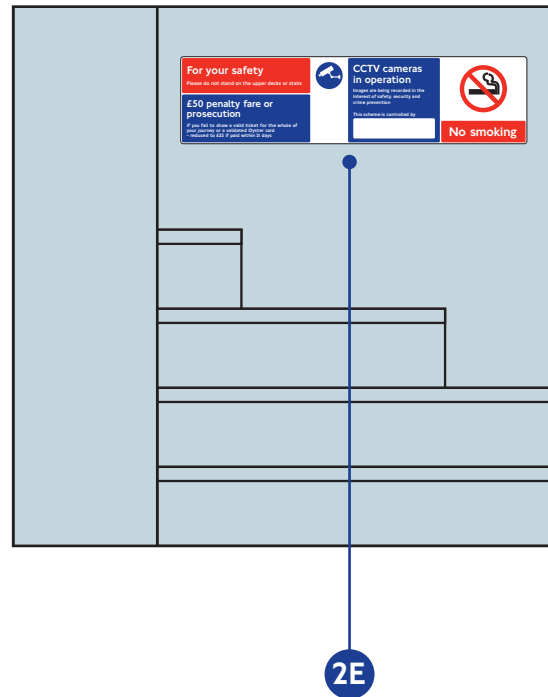
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- 2F Capacity**
To be placed on inside of driver's door.

5.3 Stairwell signs

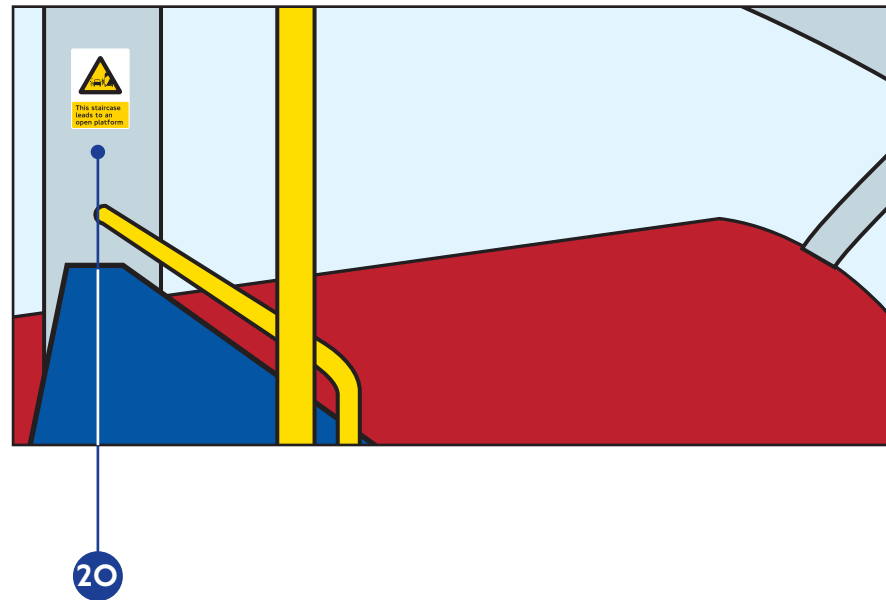
Contents



- 2E** Penalty fare combined - upper deck (front and rear stairwell)
To be placed centred on panel at top of stairwells.

5.4 Top of rear stairwell

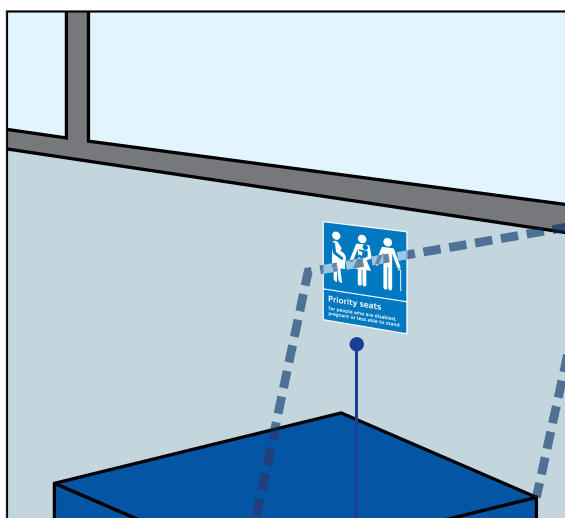
Contents



- 20 This staircase leads to an open platform
Vertically aligned - 30mm from top of panel
Horizontally aligned - Centred on panel by last rear seat

5.5 Wheelchair and baby buggy area

Contents



2B

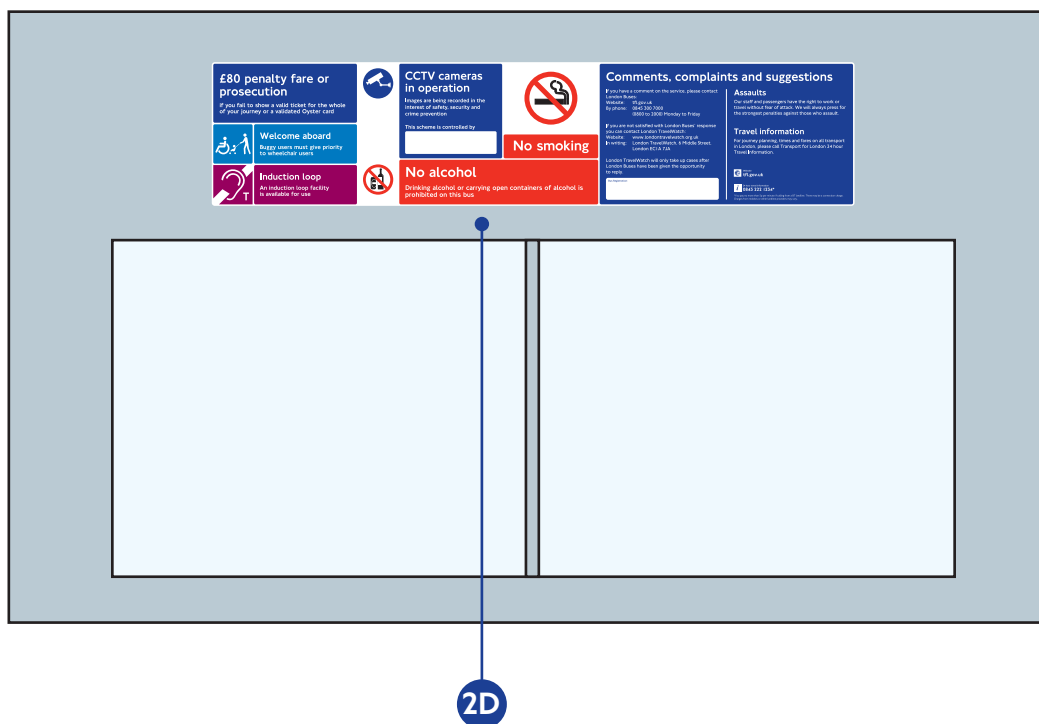


2A

- 2A Priority wheelchair and buggy area**
To be placed on the interior panels in the area allocated for wheelchairs.
- 2B Priority seats**
To be positioned on the interior panels by priority seats.

5.6 Wheelchair area coving sign

Contents



- 2D** Penalty fare combined - lower deck
To be placed centred on panel above
window in wheelchair bay area.

5.7 Penalty fare combination sign bus registration number

Contents



Comments, complain

If you have a comment on the service, please contact London Buses:

Website: tfl.gov.uk

By phone: 0845 300 7000
(0800 to 2000) Monday to Friday

If you are not satisfied with London Buses' response you can contact London TravelWatch:

Website: www.londontravelwatch.org.uk

In writing: London TravelWatch, 6 Middle Street,
London EC1A 7JA

London TravelWatch will only take up cases after London Buses have been given the opportunity to reply.

Bus Registration:

AB12XYZ

The penalty fare combination sign in the wheelchair bay area is to include the bus registration number.

The number is to be printed on 'Dymo Labelpoint 350'. On tape 19mm wide, giving 13mm text (Dymo ref: 45800 Black/Clear).

FONT = Normal (elevator bar at top)

Style = Big (last of the seven options)

Caps = Yes

Italics = No

Please apply the notice carefully, as fingerprints or foreign matter on the clear tape will be visible.

For further information

Contents



These standards intend to outline basic principles and therefore cannot cover every application or eventuality.

In case of difficulty or doubt as to the correctness in the application of these standards, or the sign types contained within this document please contact TfL Corporate Design.

Telephone: **020 7126 4462**

Internal extension: **64462**

Email: **corporatedesign@tfl.gov.uk**

All TfL corporate design standards are available from the TfL website:
tfl.gov.uk/corporatedesign

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